



**Hanze**  
**University of Applied Sciences**  
Groningen

# International Communication

**Year 2, block 2:**

**Campaign: Planning and Implementation**

## **School of Communication, Media & IT**

During the second block of the second year, you will work on a communication campaign plan (budget, integrated media, communication channels) and present your campaign advice to a client.

The block consists of the following four modules:

- Project: Campaign 2 – 4 credits
  - Communication and Media Theory 3 – 5 credits
  - Professional Skills 6: Creation – 3 credits
  - Language Development 2 – 3 credits
- TOTAL: 15 credits

<b>Module</b>	<b>Project: Campaign 2</b>
<b>Credits</b>	4
<b>Content</b>	<p>In your project team, you work out your views on stakeholders into a communication campaign plan. To achieve the desired behavior, you determine concrete (marketing) communication objectives. What is the aim of the campaign?</p> <p>You choose feasible theoretical concepts to steer desired conduct. For instance, will a negative approach be chosen to achieve the desired conduct of a positive approach? Is the target group open to change?</p> <p>Finally, you compose a 'communication-channels and – means' profile. You select integrated media. For instance think about an app, a campaign video and a poster. You research and decides when a certain campaign is efficient and effective (evaluation – budgeting). In the end, you present your advice to the client.</p>
<b>Learning Outcomes</b>	You will learn to independently design a (part of a) campaign and select the most feasible strategy to reach the communication goals of the campaign. You will formulate a communication plan according to a logical framework including a budget for the campaign. You will develop integrated media products. You will present your advice to the client in a professional manner.

<b>Module</b>	<b>Communication and Media Theory 3</b>
<b>Credits</b>	5
<b>Content</b>	In the second part of this semester, you learn how to make a relevant description of the communication interventions that will be applied in the campaign on the basis of theory and actual cases from the professional field. Before the campaign can be implemented, you make an estimate of the cost and propose a budget. In this block you learn how to build a solid financial basis for the realisation of your communication goals.
<b>Learning Outcomes</b>	You will describe up-to-date communication interventions that are relevant for conducting a campaign, estimate the costs of a campaign and produces a campaign budget plan, and explain the consequences for company policy and the context of the planned communication activities.

<b>Module</b>	<b>Professional Skills 6: Creation</b>
<b>Credits</b>	3
<b>Content</b>	In this module, we focus on verbal and creative skills. You will present your campaign advice to the client and try to convince him that your advice is the best. Knowledge and skills about arguing and convincing are crucial. You will also develop means of communication which you think should play a part in the campaign. Web texts, brochure texts, film and other creative means of communication make the story convincing for the client, Storytelling is a crucial concept.
<b>Learning Outcomes</b>	You will improve your written and oral language skills, create concepts for media products and develop concepts for communication messages.

<b>Module</b>	<b>Language Development 2</b>
<b>Credits</b>	3
<b>Content</b>	<p>In this block you will be trained in diverse situations: you will lead a workshop, give a presentation and a speech. You will have to focus your communication to a specific target group, like consumers or a client for whom you have written an advice that you have to present. It takes good preparation, practice in public speaking and building a good structure in your argument.</p> <p>With all activities you will devote attention to English vocabulary, idiom, pronunciation, articulation and intonation, attitude and eye contact. Starting point will be the target group and the target for which the communication is meant, adapting your message to your target group well.</p>
<b>Learning Outcomes</b>	We will continue to improve your English language skills to a written and spoken CEFR (Common European Framework of Reference for Languages) level of C1.